

Ontario Tourism Marketing Partnership MARKETING UPDATE

News • Events • Business Opportunities

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OFFICE OF THE PRESIDENT & CEO

After months of uncertainty in the tourism sector, we are very encouraged by the high number of OTMP web site user sessions in June. Other positive news is noted in the *Consumer Response Update*, attached to the *July Marketing Update*. Our analysis indicates there is pent-up demand in the domestic market. We are anticipating that tourism operators will see this come to fruition in the latter half of the summer with increased visitation and spending. OTMPC has invested heavily in the domestic market this summer to generate as much business as possible to help with Ontario's tourism recovery.

Consumer research still indicates that generating U.S. visitation will be a challenge. However, we are encouraged by our current partnership campaigns in border states which are tactical with strong retail components. We will continue to monitor these very closely in terms of ROI.

The OTMPC has been undergoing a program evaluation for the past few months. This is part of the province's review of all programs and services. OTMPC was the first agency of the Ministry of Tourism and Recreation to undergo the review. Many staff, board members, committee members and operators have been interviewed as part of the process. Results of the review are expected in the fall.

I would like to welcome our three new board members from Northern Ontario, Edward Meijer, Donna Hanson and Virginia McKenzie. Our staff are looking forward to working with the new members.

ONTARIO

More to discover

The Ontario Tourism Marketing Partnership Corporation
is an agency of the Government of Ontario.

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TOURISM RECOVERY UPDATE

On July 3, Minister Coburn announced a new Tourism Recovery initiative, the **Event Marketing and Development Fund**. This new \$5 million fund supports marketing campaigns that attempt to increase visitor spending by boosting attendance at events and festivals. The new program will be delivered by the OTMPC and the Tourism Recovery Office. Details and application forms for this new program and the **Marketing and Development Fund** are listed on www.tourismpartners.com. The OTMPC will continue to administer the **Tourism Event Marketing Partnership Program (TEMPP)** and the **Industry Partnership Proposal Program (IPPP)** designed to support regular marketing activities.

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CELEBRITY CAMPAIGN LAUNCHED!

Print and television ads featuring Canadian actors **Colin Mochrie** from "Who's Line Is It Anyway?" and **Leslie Nielsen** from "Naked Gun" and hockey legend **Wayne Gretzky** are now running in the domestic market as part of our "Time for a Little T.O." campaign. The ads are running in 18 markets throughout Ontario and in Montreal. The packages were developed by Tourism Toronto and include 60 hotels, 32 attractions and 30 restaurants. Response to the campaign has been very positive - Tourism Toronto's call centre received a 44% increase in inquiries within the first 24 hours of the campaign.

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U.K. AND GERMAN SALES MISSIONS

Diane Helinski led a travel trade sales mission to the U.K. and German markets with partners from Resorts Ontario, Tourism Toronto, Oh Canada eh, Niagara Helicopters, Niagara Falls VCB and Delta Hotels. The U.K. group met key clients in Dublin, Glasgow, Edinburgh and London June 15 to 20. Meetings were held with Thomas Cook, Globespan, Travel 4, Travel Pack, American Holidays, Travel 2/4 and Canadian Affair.

The German group met key accounts in Zurich, Dusseldorf, Hamburg and Frankfurt, June 23 to 27. Meetings were held with Sky Tour, Kuoni, TUI, FTI, Canusa, CRD, Meier's Weltreisen, Explorer Fernreisen and Dertour. While in Frankfurt and Hamburg, press lunches were also held with travel trade and consumer media.

Partners discussed Joint-Marketing Agreements with tour operators in both markets. Partners have been reporting some immediate increases in business following the mission.

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E-MARKETING SUCCESSES

As of July 15, consumer registrations to www.ontariotravel.net were 50,000, an increase of 6,000 in two weeks. OTMPC domestic advertising campaigns including on-line promotions have contributed to this growth. You can extend exposure for your business, through OTMPC's consumer web site by registering for a FREE listing at: www.tourismpartners.com

More and more consumers are choosing to order OTMPC publications on-line from www.ontariotravel.net.

The e-marketing campaigns are fully integrated with the seasonal and vertical advertising campaigns. For instance, the summer contest and micro-site were developed as on-line components to support the Summer Campaign. Approximately 5,350 entries in the summer contest were generated. 65 per cent of these have given OTMPC permission to communicate about other upcoming campaigns. This will help the OTMPC build its database and cross-market Ontario tourism product.

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OTMPC NORTH AMERICA MEDIA RELATIONS UPDATE

Media Staff have had some good media results during the months of June. Highlights of recent media coverage includes a Summer long Ontario feature in the *Toronto Star*, a feature story about the Haliburton Forest by Laszlo Buhasz in the *Globe and Mail*, June 7, a feature story about Niagara's wineries by Linda Kay in the *Montreal Gazette* on July 12, and a story about a Yonge Street road trip on CTV's Canada AM, July 15.

Total value of editorial coverage in the U.S. market pre-SARS was approximately \$8 million. Since SARS, staff worked closely with PR representatives on a variety of tactics to reassure visitors about visiting Ontario. One release reached the media just hours before the WHO travel advisory was lifted, generating positive media stories in several publications including the *Wall Street Journal*, *National Geographic Traveller*, *Frommers' Online*, the *Chicago Tribune* and the *New York Times*.

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NORTHERN MARKETING UPDATE

Northern Board Members Appointed!

On July 11, Minister Coburn announced that Edward Meijer, Donna Hanson and Virginia McKenzie were appointed as representatives from Northern Ontario to the OTMPC Board of Directors.

Edward Meijer is currently the Managing Director and joint owner of Valbay Hotel Limited, which is operating as the Valhalla Inn. He has held many other roles with the Valhalla Inn including President, Vice President, General Manager and Vice-President of Hotel Operations. Edward is a member of the Tourism Advisory Committee for the City of Thunder Bay, and the Policy Advisory Council for the Ministry of Tourism and Recreation.

Donna Hanson, is a long-time advocate and volunteer for the tourism industry in Northern Ontario. In addition to more than 20 years as a lodge operator, Donna's experience includes serving as a Director of the Northwest Ontario Tourism Association and Ontario's Sunset Country Travel Association.

Virginia McKenzie has vast experience in regional, national and international eco-tourism and economic development. She has been active in the industry for over 15 years and is the creator and owner/operator of the Temagami Anishnabi Tipi camp. Virginia is currently president of the Northern Ontario Native Tourist Association (NONTA).

Staff for the New Northern OTMPC Office Hired!

Recruitment for the new office in Sault Ste. Marie is now complete. Ted Day, Director of the Northern Marketing Office will soon be joined by Administrative Assistant Julie Larstone and Partnership Coordinators Claude Aumont and Jim Grayston. Julie comes from FedNor's International Trade and Tourism Division in Sault Ste. Marie. Claude has

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been serving as the District Manager for the Ontario Federation of Snowmobile Clubs' Timiskaming and Abitibi Trail Association. Claude was a founding member of Destination Nord in Kapuskasing. Jim brings a wealth of marketing experience, having worked with the Ministry of Natural Resources, NOTO, and more recently as the V.P. of Product Development, Partnership and Sales for NTMC. The new northern office should be fully operational in about two weeks.

NEW Northern Partnership Campaign

The OTMPC also recently partnered with Fort William Historic Park and other tourism operators in the Thunder Bay region to distribute the Advocate newspaper insert. This targeted households in the Minneapolis-St. Paul area. Fort William's Advocate was distributed with the *Minneapolis Star Tribune*, reaching 744,900 households on June 29.

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PARTNERSHIP NEWS

Lynn Cox of Canoe Frontier Expeditions, a member of the OTMPC's Paddle Ontario Product Alliance has been informed that their Sea Kayak Winisk Polar Bear Tour was chosen by National Geographic Adventure as one of the 25 best international trips for 2004. *Paddler Magazine* will also carry a story about the tour this winter.

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FEEDBACK

Please direct feedback about *Marketing Update* to Tom Boyd, Corporate Communications. Tel: 416-212-0757, email: tom.boyd@mczcr.gov.on.ca To update your company emails or fax information contact Brynda Browning, Direct Sales Assistant (A) at 416-314-6314 fax: 416-314-6976 or email: brynda.browning@mczcr.gov.on.ca If you are requesting changes to our distribution list, please provide both the old and new information.